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ABSTRACT

Audience research activities were carried out to continue the development of the capacity of Pennsylvania Public Television Network (PPTN) station personnel to understand the use of audience rating information for programming and promotion decisions. The project consisted of (1) continuing the PPTN contract with Arbitron to secure access to their AID audience assessment system; (2) using AID to track statewide and individual PPTN station audiences and to secure audience rating and audience flow data for specific programs; and (3) planning, developing, and conducting the fourth annual PPTN audience research workshop. A review of four-year audience rating trends for PPTN and a description of the content and evaluation of the audience research workshop conclude this report. Three appendices contain data for average weekly cuses, brief summaries of the year's Planned Program Innovations, and results of the audience research workshop. (Author/CHV)

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AUDIENCE DATA AS A DECISION-MAKING TOOL
FOR PUBLIC TELEVISION

June, 1979

Prepared by

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Planning Studies in Continuing Education
The Pennsylvania State University

for

The Pennsylvania Public Television Network Commission
under Contract ME 3349

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ERRATA

This errata sheet is being issued for the PPTN Audience Research report entitled, "Audience Data as a Decision-Making Tool," (Sebring et al., June, 1979). It should be placed with the report.

The following table replaces Table 2 on Page 13.

Table 2
Arbitron and Nielsen TV Household Ratings
for PPTN Stations

<u>Station</u>	<u>Arbitron</u>		<u>Nielsen</u>	
	Percent Households		Percent Households	
	1978	1979	1978	1979
WHYY	31	30	40	38
WQED	30	27	36	31
WITF	25	22	31	30
WVIA	34	38	50	50
WPSX	20	21	19	22
WLVT*	14	15	--	--
WQLN	33	28	39	34

Source: Arbitron data is taken from the Net Weekly Schedules (dumps) for February, 1978, and 1979. Nielsen data is from the Nielsen Station Index Reports, February, 1978, and 1979, as compiled by PBS.

*Because WLVT is part of the greater Philadelphia market, its ratings are not reported by Nielsen in the Philadelphia Market book. Arbitron's AID system, however, does have the capability of reporting ratings for WLVT's viewing area.

Please note that for the tables appearing in Appendix B, pp. 27-70, zeroes do not indicate there was no viewing. A zero simply means that the number of persons who indicated they were watching public television at a given time do not meet Arbitron's minimum standards for reporting.

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INTRODUCTION

Publication of this report marks the fourth consecutive year that the Pennsylvania Public Television Network Commission has funded an audience research contract with The Pennsylvania State University through WPSX-TV and Planning Studies in Continuing Education. This publication, also the fourth in a series of project reports, summarizes project activities conducted and materials produced during the contract period.

The audience research activities of the past year may be characterized as a continuation of "capacity-building" for PPTN station personnel in the understanding and use of audience rating information for programming and promotion decisions. This overall project goal of capacity-building was accomplished from September 1, 1978, to June 30, 1979, by (1) continuing the PPTN contract with Arbitron to secure access to their AID system; (2) using AID to track statewide and individual PPTN station audiences and to secure audience rating and audience flow data for specific programs; and (3) planning, developing, and conducting the fourth annual PPTN audience research workshop.

Activities and products associated with each of the project tasks were established to carry out the project objectives, and are described in this report. A review of four-year audience rating trends for PPTN and a description of the content and evaluation of the May, 1979, audience research workshop conclude the report. Three appendices contain data for average weekly cumes, 1975-79, brief summaries of the Planned Program Innovations for 1978-79, and results of the audience research workshop.

PROJECT OBJECTIVES AND ACCOMPLISHMENTS

The primary objective for this past year was to continue to develop the capacity of PPTN personnel to understand and use audience rating data. The PPTN contract with Arbitron was renewed to secure access to the AID system and to assist with programming and promotion decisions by continuing the development of Planned Program Innovations (PPIs). PPIs are deliberate changes in programming and/or promotional strategies implemented by the stations. As part of the PPI, audience data is collected to determine effects of these changes on audience size and characteristics. In order to accomplish the primary objective, several tasks were outlined at the outset of the project.

Task 1--Reappoint Advisory Group. The Audience Research Advisory Committee was reappointed by the General Manager of PPTN. This group helps obtain participation of the stations in the project and provides guidance for efforts of the Penn State research team. The following persons served on the Advisory Committee:

Sheldon Parker, General Manager, PPTN
Mary Coady, Public Information, WHYY
Sam Silberman, Program Manager, WQED
Mike Ziegler, Executive Vice-President, WITF
Gerry Schumacher, Program Manager, WVIA
Bill Miller, Assistant Director of Broadcasting, WPSX
Don Robert, Program Manager, WLVT
Dave Roland, Station Manager, WQLN
Carl Lindsay, Planning Studies, PSU
Kevin Murphy, Planning Studies, PSU
Penny Sebring, Planning Studies, PSU

Task 2--Re-establish Client Status with Arbitron. Audience data for the seven PPTN stations were supplied by Arbitron. For November, 1978, and February, 1979, sign-on to sign-off dumps were acquired for each station.

For every quarter hour of air time they show the average cumulative audience and ratings as well as cumulative audience ratings for several demographic groups. The dumps are used to update the Average Weekly Cumes, which indicate viewing trends for each station and the PPTN audience for the last three and one-half years. A copy of the Average Weekly Cumes for 1975-79 appears in Appendix A.

PIC and FLOW reports from Arbitron served as the basis for evaluating the PPIs and special requests from the stations. PIC reports allow a station to obtain information on the size and composition of their audience during designated time periods. FLOW reports indicate where the audience for a particular program comes from and where it goes at the end of the program.

Task 3--Establish PPIs for 1979. This year five stations developed PPIs in consultation with the Penn State Research team. WHYY tested a schedule change for MacNeil/Lehrer, ABC Captioned News, and a new program, Ask WHYY. The results indicated a loss of audience for each time slot where a change was made, thus providing important feedback to the programmers on the effects of the altered schedule.

WITF requested data, both PICs and FLOWS, to determine the effects of retaining Evening at Symphony on Sunday rather than Monday nights, which was the time of the PBS feed. By comparing its schedule to that of WQED, it was possible to show that scheduling Evening at Symphony on either Sunday or Monday tended to be equally effective. There was very little difference between the two nights in the size of the audience or in the FLOW captured from previous programs offered on the commercial networks.

The Advocates was run on Wednesday afternoons by WVIA, and audience data was accessed in order to measure the impact of this innovation. Because the change did not occur until halfway into the sweep period, it was difficult to determine any effects on audience size. However, the audience was larger than that of the previous year. FLOW analysis indicated that part of the 5:00 to 6:00 p.m. audience came from the preceding time period, when Over Easy was shown. The more important finding from FLOW, however, was that a sizeable portion of the 5:00 to 6:00 p.m. audience joins in the last quarter hour. It is possible that people are tuning in a little early to watch Weatherworld which begins at 6:00 p.m.

WPSX was interested in evaluating its Monday night block of how-to programs. The ratings indicated that the how-to programs did not attract as large an audience as some prime time programs, but attracted more than others. In addition, WPSX wanted to find out if the people who tuned in at the beginning of the how-to programs stayed for more than one program. By using double PICs, they determined that there was little maintenance of audience the first program but substantial maintenance from the second to the third and the third to the fourth programs.

Another interesting finding from this PPI was that the people who watched the how-to programs on Monday night were not the same people watching Julia Child and Company and Crocket's Victory Garden, two other programs on practical skills. These programs apparently attract different audiences.

WQLN tested its approach called a "Month of Specials." They wanted to see if they could attract larger audiences by running special programs for an entire month. The results of this approach were difficult to

interpret, however, because many of the specials ran only one evening out of the whole month, thus reducing the time over which a program audience could be measured. On the average, WQLN found that specials which they promoted did not fare any better than varied programming. The specials that did attract larger audiences included popular movies and well regarded documentaries. It was concluded that advertising may work when the program is of sufficient quality or interest to bring in people who would otherwise not be watching public television.

WLVT requested audience data for MacNeil/Lehrer and their local program. The data showed that the audience was growing for MacNeil/Lehrer, a finding which is consistent with national trends. It also showed that there was little flow between MacNeil/Lehrer at 7:00 p.m. and the locally produced programs at 7:30 p.m. The two types of programs seem to appeal to different audiences.

PPIs were analyzed and reported somewhat differently this year. Wherever possible a standard format was used. For a given time period, cumulative audiences and ratings for current and previous years were compared. Cumulative audiences were also compared with those of other stations. In this way, if the audience increased or decreased for a particular station at a given time, it was possible to see whether other stations were experiencing the same kind of increase or decrease. By adding this extra dimension, it was less likely that a station would misinterpret a generalized trend as an effect that resulted from a specific program change.

Written summaries of the PPIs were prepared by the research team and distributed to all stations so that they could benefit from the findings of all the PPIs. Copies of these summaries appear in Appendix B.

Task 4--Design a Mechanism for Information Exchange. The proposal for the project suggested the possibility of an audience research newsletter in order to share findings with all stations. Although a newsletter was not established, the summaries of the PPIs served this purpose.

Task 5--Prepare Materials and Conduct Audience Research Workshop. The Audience Research Workshop was held at Seven Springs, Pennsylvania, May 15 and 16. It was attended by twenty-three persons; five of the seven PPTN stations were represented. The program and list of attendees appear in Appendix C.

The program for the first day of the Workshop included a presentation from Brian Byrne of Arbitron, who explained the data supplied by the AID system and its applications. Three PPIs were outlined by Mike Greenwald of WITF, Gerry Schumacher of WVIA, and Susan Steinmeyer of WPSX.

On the second day, William Mindak, of Tulane University, presented marketing concepts as they relate to public television. He suggested that non-profit organizations have certain characteristics which influence potential marketing strategies. They often have multiple, conflicting purposes rather than the single purpose of profit-making; money is viewed as a means to attaining some other goal rather than as a goal in itself; and the benefits are not readily measurable. Regardless of these factors, Mindak said that there must be a marketing plan, and the consumer is the beginning point of that plan. It is necessary to know what the consumer wants as the final product.

David LeRoy, University of Houston, followed this presentation with some applications of marketing concepts to public television. He indicated that the commercial stations are going to have about 90 percent of the market,

which leaves the independent stations and public stations to compete for the remaining 10 percent. He raised the question of how public television could become the fourth alternative for the average viewer and speculated that, in marketing terms, it is a problem of positioning.

Dr. LeRoy outlined several trends that affect promotion of public television:

- The baby boom of the postwar years has produced a very large bulge in the present adult population. This well educated, large group of people is reaching a stage in life when they are coming back to TV.
- Television viewing is highest among older women, followed by older men, younger women, and younger men. Therefore, public television should try to attract people who normally watch commercial television. This requires researching the available audience and developing a promotion plan.
- Advertising in newspapers achieves an average penetration of only 20 percent, which raises the possibility that advertising should be done on commercial stations.
- In general, print advertising builds tune-in and radio advertising builds cume.
- It is impossible to build cume and average frequency at the same time. Each requires a different campaign.
- A promotion plan should be evaluated in terms of what it is going to do for a cume or what it is going to do for average quarter hour audience.

Participants were asked to complete an evaluation questionnaire at the end of the workshop. These evaluations of the audience research workshop were generally quite positive. Participants felt that the workshop was useful, the workshop content was informative and interesting, and the workshop itself definitely could have been longer (Table 1). Stations indicated considerable interest in lengthening the workshop to two or two and one-half days and in increasing the level of funding for audience research. Participants were less enthusiastic about the workshop itself.

The presentations by Mindak, LeRoy, and Bryne were frequently mentioned as strong features of this year's workshop. The level of participation by stations and the problems in PPI presentations were frequently mentioned as the weaker aspects of the workshop. Many participants felt that the stations tried to present too much information in too little time and consequently the PPIs lacked focus and direction.

It was frequently suggested that more time be allowed for discussing the implications of the various PPIs. Participants also suggested that new directions in the application of audience research data should be explored, perhaps incorporating some of the marketing principles discussed by Dr. Mindak.

Task 6--Prepare and Distribute Project Summary. This report constitutes the project summary. It will be distributed to the Advisory Committee for circulation among PPTN stations.

Table 1

Average Response to Evaluation Questions

	<u>Excellent</u>							<u>Poor</u>	<u>Average Response</u>
1. Overall reaction to content of workshop	7	6	5	4	3	2	1	5.4	
2. Overall reaction to presenters	7	6	5	4	3	2	1	5.6	
3. The organization of the workshop was	7	6	5	4	3	2	1	5.4	
4. In general, the workshop site was	7	6	5	4	3	2	1	4.4	
	<u>Great Deal</u>				<u>Not at All</u>				
5. My understanding of audience research terminology has improved	7	6	5	4	3	2	1	5.3	
6. The PPI's helped me to understand the utility of the Arbitron data		6	5	4	3	2	1	4.7	
7. As a result of the workshop my use of audience data will increase	7	6	5	4	3	2	1	5.4	
	<u>Useful</u>				<u>Not Useful</u>				
8. Do you think more workshops like this would be	7	6	5	4	3	2	1	6.3	
	<u>Too Long</u>				<u>Too Short</u>				
9. Do you think the length of the workshop was	7	6	5	4	3	2	1	3.3	
10. Would you or someone from your station attend this type of audience research workshop if it lasted 2 or 2-1/2 days?									
	Yes <u>13</u>		No <u>1</u>		Don't Know <u>2</u>				
11. What funding pattern for audience research would you favor?									
	<u>6</u> fund at the same level								
	<u>10</u> increase funding								
	0 eliminate funding								

VIEWING TRENDS

The PPTN audience fluctuates with each survey period, going up in February and down in November. Nevertheless, viewing for the average week has remained fairly constant with a small decline evident over the past three and one-half years. Figure 1 presents the Average Weekly Ratings for the February sweeps from 1976 to 1979. In 1976 there were an estimated 1,511,000 television households, or 38 percent, who tuned in during an average week. In 1979, these figures dropped by 50,000 households to 1,461,000 and 34 percent. A similar decline can be seen for persons ages two to ninety-nine (not shown). In 1976, 3,000,000 persons, or 27 percent of the potential audience, viewed public television, and in 1979 2,908,000, or 24 percent, were counted, representing an estimated loss of 92,000 persons. November statistics, shown in Figure 2, demonstrate a comparable pattern.

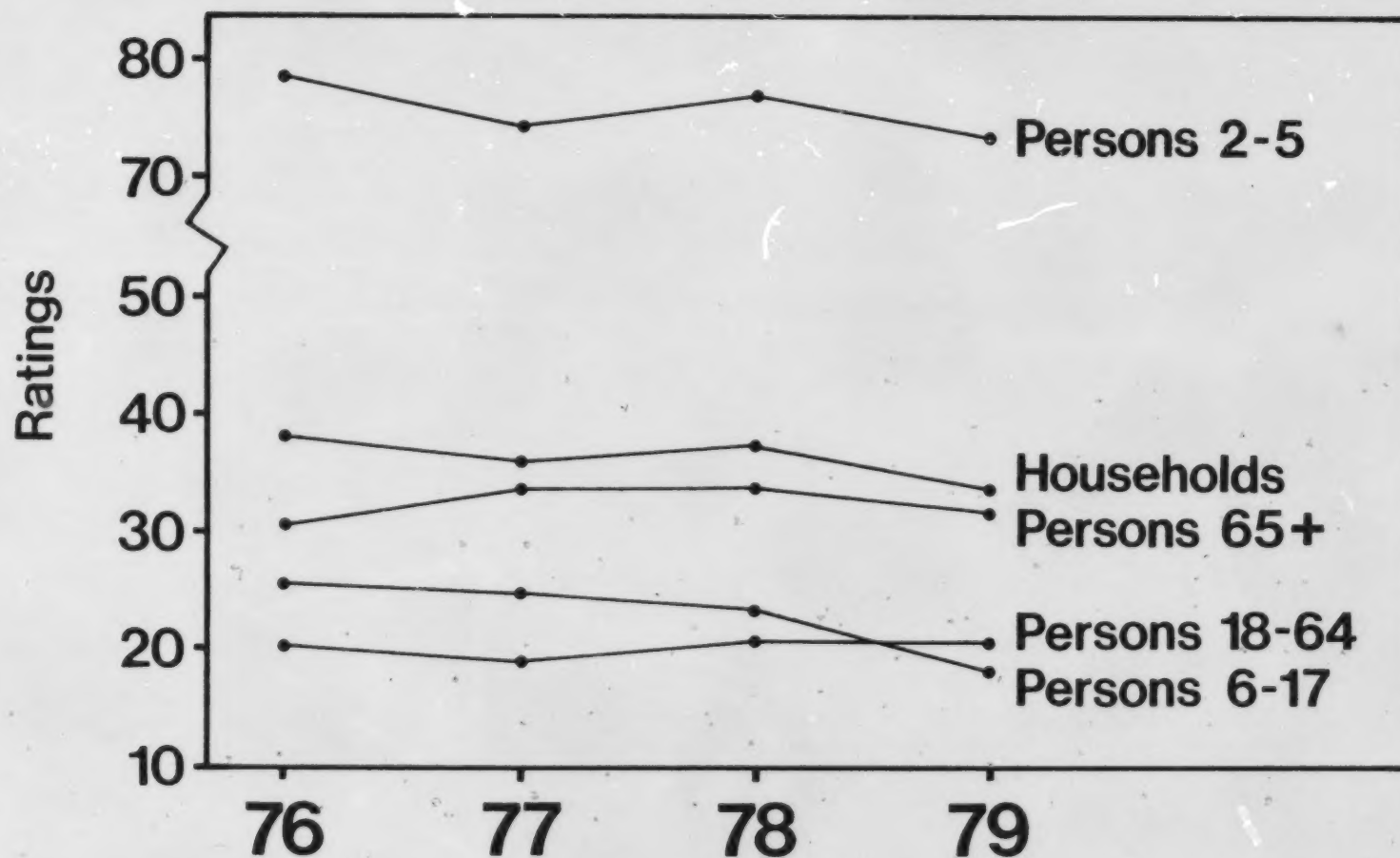
The greatest decrease in viewing can be seen among children ages two to five. In February 1976, 551,000 children, or 79 percent of that age group, were estimated to be viewing public television. This dropped to 408,000 children (69 percent) of that age group in February, 1979. Figures for the six to seventeen year olds were down from 635,000 (27 percent) in February, 1976, to 516,000 (20 percent) in February, 1979.

The sixty-five and over group has remained constant with a slight increase in viewing. Nielsen Company (1979) noted comparable findings in reporting the composition of TV households for the nation. They report that for the national television audience there is a larger percentage of older and younger adults and smaller percentage of "mid-aged" adults and children ages two to eleven.

Figure 1

Statewide Average Weekly Ratings for Selected Demographics

February Sweeps

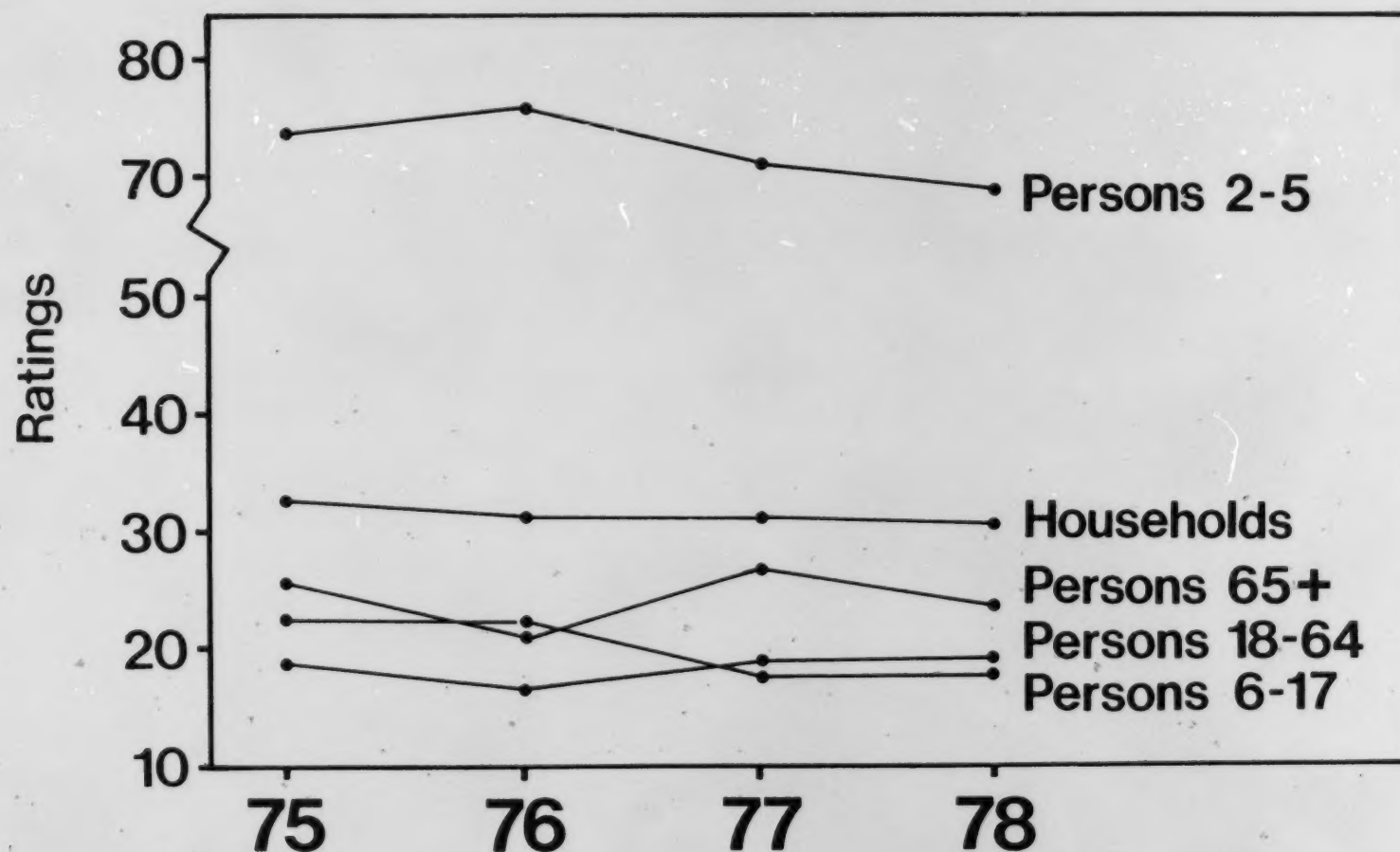


Source: All information provided by Arbitron, Inc., and AID.
Extracted from the same diaries that provide the audience
information in the Standard Reports.

Figure 2

Statewide Average Weekly Ratings for Selected Demographics

November Sweeps



Source: All information provided by Arbitron, Inc., and AID.
Extracted from the same diaries that provide the audience
information in the Standard Reports.

Individual station trends in viewing based on the February and November sweeps over the past three years show a mixed pattern. Consistently, viewing is up in February and down in November. The overall trend for WHYY shows a decline of three percentage points in television households over the last three and one-half years from 33 percent to 30 percent. WOED has experienced a drop of almost eight points, going from 35 percent in February, 1976 to 27 percent in February, 1979. The decline for persons ages two to ninety-nine is similar.

WITF increased the size of its rating between 1976 and 1978 but experienced a slight decline to the current 22 percent in 1979. WVIA has seen a consistent though modest growth in its audiences from 31 percent of the households in February, 1976 to 38 percent in February, 1979. The groups showing most growth were persons eighteen to sixty-four and sixty-five and over.

WPSX's audiences have gained slightly, up four percentage points from 17 percent in 1976 to 21 percent of television households in 1979. The sixty-five and over group showed the most consistent growth.

WLVT audience figures fluctuated not only within each year but between years. The audience size rose in February, 1977, declined somewhat in February, 1978, and went up again in February, 1979, to 77,000 households, or 15 percent. Likewise the audience size for WQLN has shifted up and down. The high point was 50,000 households and a rating of 33 percent in February, 1977, and the low was 40,000 households, or 26 percent, in November, 1977. In February, 1979, 42,000, or 28 percent of the television households were estimated to have watched WQLN during an average week.

The data provided by Arbitron's AID system generally correspond to ratings reported by Nielsen and compiled by PBS. While Nielsen tends to report higher ratings, the relative position of each station to others in the network and the yearly fluctuations are similar. A comparison of Arbitron and Nielsen ratings for 1978 and 1979 are presented below:

Table 2
Arbitron and Nielsen TV Household Ratings
for PPTN Stations

<u>Station</u>	<u>Arbitron</u>		<u>Nielsen</u>	
	Percent Households		Percent Households	
	1978	1979	1978	1979
WHYY	31	30	40	36
WQED	30	27	36	31
WITF	25	22	31	30
WVIA	34	38	50	50
WPSX	20	21	19	22
WLVT	14	15	--	--
WQLN	33	28	39	34

Source: Arbitron data is taken from the Net Weekly Schedules (dumps) for February, 1978, and 1979. Nielsen data is from the Nielsen Station Index Reports, February, 1978, and 1979, as compiled by PBS.

It should also be recalled that the counties aggregated to produce Arbitron's ratings were developed specifically for the PPTN stations, whereas Nielsen figures are taken from the regular market books which may or may not correlate with a public television station's viewing audience.

Thus the PPTN audience has not increased or decreased very much in terms of percentage points. However, because each percentage represents thousands

of persons, a small change in statewide ratings translates into a large number of persons. It should be remembered that the large population centers of Philadelphia and Pittsburgh skew the PPTN averages. A change of 1 percent translates to 49,379 persons for WHYY and 32,760 persons for WQED. By contrast, a 1 percent change represents 15,290 persons for WLVT and 4,460 persons for WQLN. Therefore, the slight decline in statewide viewing is probably in part due to the slump in the WHYY and WQED audiences.

Furthermore, the fact that children are not maintaining their level of viewing accounts for some decline also. Adults ages eighteen to sixty-four have remained very constant, and adults age sixty-five and over have actually grown in numbers. Detailed information can be found in the Average Weekly Cumes in Appendix A.

When comparing the Pennsylvania audience with that of the nation, the initial impression is that the Pennsylvania audience is falling off while the national audience is growing. A closer look at this comparison, however, reveals that viewing trends for the state and the nation are fairly comparable.

According to Wirt and Carver (April, 1979), the PTV audience grew from 21,510,000 households, or 31.4 percent, in March, 1975, to 33,750,000 (45 percent) in March, 1979. However, the number of reportable stations also grew from 121 in November, 1975 to 124 in November, 1978. In February, 1979, the number of reportable stations reached an all-time high of 137 (Wirt and Carver, February, 1979). Thus, growth in the national audience is due in part to the greater number of reportable stations.

If an examination is made of a fixed number of stations, a different picture emerges. Of the 137 stations reported in February, 1979, seventy-two

increased the size of their viewing audience over the previous year, fifty-one declined, and fourteen remained unchanged. This is similar to what has happened to the PPTN station audiences in Pennsylvania. Over the past three years, three stations have fluctuated up and down, two have declined slightly, and two have grown. Therefore, while the national PTV audience appears to be growing, the tendency of stations to fluctuate seems to be fairly typical.

SUMMARY AND CONCLUSIONS

The Audience Research Project for 1978-79 continued efforts of previous projects to use audience data as a decision-making tool and to develop long-range trends for the size and composition of the statewide audience. It should be remembered that in June, 1975, the PPTN Commission stated in a resolution that it should work in concert with the stations toward a system of ascertainment and evaluation that includes feedback from audience studies into the programming process. Thus the activities of the past year have served to carry on this policy.

Furthermore, through the dissemination of data, consultation with stations, and the audience research workshop, PPTN station personnel became more familiar with the terminology and application of audience research concepts and data.

With five of the seven stations implementing PPIs, it was possible to explore a variety of uses of the data from Arbitron's AID system. The data were used to evaluate a variety of programming and promotional strategies.

This year, through the PPIs and especially through the audience research workshop, marketing concepts were explored for possible application to public television audiences. In view of the lack of growth of the PPTN audience, it may be advisable to continue exploration of marketing principles and use audience data as feedback on marketing plans that may emerge.

Now that more station personnel are familiar with audience research and the Audience Research Advisory Committee functions to guide the research activities, it seems wise to continue to use the audience data as feedback

on both programming and promotional activities of the local stations and the PPTN network. Past experience has shown that once the intent is clear, audience data can be utilized to effectively evaluate decisions. Furthermore, the long-range trends in Average Weekly Cumes should continue to be developed in order to monitor viewing trends for the stations and the statewide audience.

APPENDIX A: Average Weekly Cumes, 1975-79

WHYY Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	576	507	546	527	508	399	410	463
Rating	32.8	29.6	31.3	29.6	28.9	23.7	23.4	26.3
Persons 2-99								
Cume	1099	998	1033	1041	1004	796	738	825
Rating	21.8	20.2	20.9	21.1	20.1	15.7	15.2	16.6
Persons 2-5								
Cume	221	161	156	165	206	204	159	145
Rating	72.3	61.0	70.8	63.8	71.2	66.8	63.3	58.3
Persons 6-17								
Cume	238	191	221	192	194	184	100	142
Rating	22.3	18.5	20.5	18.0	18.3	17.0	9.7	13.0
Persons 18-64								
Cume	496	448	492	511	493	336	364	418
Rating	16.1	15.1	16.0	16.4	16.2	10.9	12.1	13.4
Females 18-64								
Cume	281	280	282	281	282	187	201	247
Rating	17.6	17.7	17.4	17.7	17.8	11.7	13.2	15.5
Persons 65-99								
Cume	144	198	164	173	111	80	115	120
Rating	25.0	29.1	29.3	29.0	18.5	13.4	19.9	22.0

SOURCES: Arbitron's Net Weekly Schedules (DUMPS) for the periods indicated.

NOTE: All audience estimates are subject to the errors and qualifications given in the Arbitron Reports.

WQED Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	410	347	355	320	382	341	325	314
Rating	35.2	30.6	30.1	27.3	32.8	30.1	27.5	26.8
Persons 2-99								
Cume	802	722	627	621	764	724	612	596
Rating	24.1	22.1	19.2	18.9	23.1	22.1	18.7	18.1
Persons 2-5								
Cume	153	141	127	104	144	137	107	108
Rating	81.0	80.6	84.1	66.6	75.2	80.5	71.3	69.5
Persons 6-17								
Cume	171	176	97	123	153	184	119	111
Rating	24.3	27.0	14.2	17.4	21.7	27.3	17.3	16.2
Persons 18-64								
Cume	376	323	305	294	366	311	293	280
Rating	18.5	15.9	14.9	14.5	18.1	15.4	14.5	14.7
Females 18-64								
Cume	221	195	179	169	220	174	178	168
Rating	20.9	18.2	16.7	16.0	20.7	16.4	16.8	14.7
Persons 65-99								
Cume	102	82	98	100	101	92	93	88
Rating	25.5	20.6	25.1	24.1	25.9	22.4	22.5	21.8

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WITF Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	124	120	173	157	117	126	140	124
Rating	18.3	17.8	24.5	22.3	17.3	18.7	19.9	17.5
Persons 2-99								
Cume	248	237	336	303	231	265	260	228
Rating	13.1	12.2	17.4	15.8	12.1	13.7	13.7	11.9
Persons 2-5								
Cume	34	30	43	34	42	44	36	18
Rating	28.0	25.1	47.3	31.1	33.7	38.8	35.0	17.4
Persons 6-17								
Cume	56	50	56	41	52	59	31	38
Rating	13.7	12.3	14.3	9.7	12.8	14.1	8.1	10.0
Persons 18-64								
Cume	111	117	186	179	111	135	155	130
Rating	9.4	10.0	15.6	15.2	9.6	11.6	13.5	10.8
Females 18-64								
Cume	62	67	97	94	53	71	82	65
Rating	10.1	10.9	16.0	15.5	8.8	11.8	13.7	10.6
Persons 65-99								
Cume	47	40	51	49	26	27	38	42
Rating	25.3	16.7	20.2	19.3	11.7	11.6	16.2	18.2

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WVIA Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	185	207	215	235	169	169	192	212
Rating	30.6	34.5	34.4	37.9	28.0	28.2	30.8	34.2
Persons 2-99								
Cume	396	435	470	500	337	364	392	450
Rating	23.8	25.6	27.9	29.7	20.5	21.1	23.3	26.5
Persons 2-5								
Cume	53	59	44	45	47	54	41	40
Rating	57.6	62.1	60.1	55.3	50.6	54.9	50.7	47.2
Persons 6-17								
Cume	87	74	94	92	68	77	69	86
Rating	25.2	23.1	28.8	24.7	20.7	21.2	20.6	25.7
Persons 18-64								
Cume	206	241	269	301	172	195	220	256
Rating	20.6	23.3	25.6	29.1	17.3	19.1	21.2	24.3
Females 18-64								
Cume	115	129	133	163	95	97	112	138
Rating	22.1	23.8	24.4	30.1	18.4	18.2	20.9	24.8
Persons 65-99								
Cume	50	61	63	62	50	38	62	68
Rating	21.6	24.1	26.7	25.8	21.5	15.7	27.6	29.8

SOURCES: Arbitron's Net Weekly Schedules (DNWPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WPSX Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	84	82	100	103	79	84	104	92
Rating	17.1	16.9	19.9	20.5	16.1	17.3	20.7	18.3
Persons 2-99								
Cume	176	174	204	205	162	184	201	179
Rating	12.5	12.2	14.6	14.5	11.6	12.9	13.6	12.6
Persons 2-5								
Cume	32	28	23	28	24	27	29	27
Rating	35.5	33.4	31.8	38.6	28.5	29.5	33.6	34.9
Persons 6-17								
Cume	41	40	44	26	38	47	31	23
Rating	12.9	14.0	14.1	8.6	12.3	15.0	9.1	7.8
Persons 18-64								
Cume	78	82	106	115	72	84	110	90
Rating	9.3	9.3	12.6	13.1	8.7	9.8	12.4	11.5
Females 18-64								
Cume	41	45	54	63	38	43	56	46
Rating	9.6	9.9	12.3	14.0	8.7	9.7	12.2	10.5
Persons 65-99								
Cume	25	24	31	36	28	26	31	30
Rating	15.0	13.5	17.9	20.8	15.5	15.4	19.4	16.1

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WLVT Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	85	90	71	77	69	54	62	76
Rating	16.7	17.4	13.6	14.6	13.6	10.8	11.9	15.0
Persons 2-99								
Cume	182	148	125	153	128	99	100	155
Rating	12.5	9.5	8.5	10.0	8.8	6.8	7.0	10.8
Persons 2-5								
Cume	40	27	12	14	28	17	17	19
Rating	36.4	30.9	18.4	18.9	29.1	26.0	20.9	28.4
Persons 6-17								
Cume	17	29	23	29	28	14	10	29
Rating	5.5	8.9	7.3	9.1	8.8	4.3	3.3	8.9
Persons 18-64								
Cume	108	62	65	80	59	44	55	79
Rating	11.9	6.7	7.2	8.1	6.5	5.0	6.3	8.7
Females 18-64								
Cume	63	36	37	41	29	23	26	33
Rating	13.4	7.2	7.9	8.6	6.3	5.1	5.9	7.4
Persons 65-99								
Cume	17	30	25	30	13	24	18	28
Rating	12.8	13.8	13.3	17.3	9.4	13.0	11.1	13.3

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WOLN AVERAGE WEEKLY In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	47	50	51	42	46	43	40	45
Rating	30.9	33.1	32.6	27.7	30.2	28.5	25.8	29.3
Persons 2-99								
Cume	97	112	103	85	99	100	80	95
Rating	22.6	24.8	23.6	19.0	23.0	21.7	17.6	20.8
Persons 2-5								
Cume	18	22	14	18	24	19	27	19
Rating	58.6	78.6	56.4	68.3	90.0	65.8	44.4	68.9
Persons 6-17								
Cume	25	26	19	13	18	28	19	16
Rating	27.5	25.0	19.6	14.3	18.7	25.0	18.3	15.4
Persons 18-64								
Cume	47	53	54	36	46	41	35	48
Rating	17.9	19.8	20.6	13.5	18.2	15.5	13.0	17.8
Females 18-64								
Cume	23	28	28	21	24	24	19	28
Rating	17.1	20.1	21.0	15.0	17.6	17.4	13.2	20.2
Persons 65-99								
Cume	7	11	16	18	11	12	14	12
Rating	15.5	21.6	31.3	34.0	20.7	21.9	25.7	23.1

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTES: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

PPTN Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1979

Demographic Group	February Sweeps				November Sweeps			
	'76	'77	'78	'79	'75	'76	'77	'78
Households								
Cume	1511	1403	1511	1461	1370	1216	1273	1326
Rating	38.1	36.1	37.7	33.7	34.6	31.3	31.7	30.7
Persons 2-99								
Cume	3000	2826	2898	2908	2725	2532	2383	2528
Rating	26.6	25.1	25.9	24.1	24.2	22.4	21.4	22.6
Persons 2-5								
Cume	551	468	419	408	515	494	401	376
Rating	79.2	74.2	77.3	68.8	74.0	75.9	71.4	69.4
Persons 6-17								
Cume	635	586	554	516	551	593	379	445
Rating	26.5	24.7	23.2	19.8	22.9	24.6	15.6	18.6
Persons 18-64								
Cume	1422	1326	1477	1516	1319	1146	1232	1319
Rating	20.6	19.2	21.3	20.4	19.1	16.7	18.1	19.0
Females 18-64								
Cume	806	780	810	832	741	619	674	725
Rating	22.6	21.7	22.3	21.5	20.8	17.4	19.0	20.0
Persons 65-99								
Cume	392	446	448	468	340	299	371	388
Rating	30.4	33.3	34.3	32.7	26.4	21.6	27.4	29.6

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.
Total in-state audience estimates are derived by
summing the seven PPTN station audiences.

APPENDIX B: Planned Program Innovations

PLANNED PROGRAM INNOVATION

February, 1979

Station: WHY Y

Objectives: WHY Y has made some program schedule changes, and they would like to compare the ratings for each of the schedules. They are as follows:

	<u>1978</u>	<u>1979</u>
Monday-Friday 7:00-7:30	MacNeil/Leher	Ask WHY Y
Monday-Friday 11:00-11:30	ABE Captioned News	MacNeil/Leher
Monday-Friday 11:30-12:00	Varied Programming	ABE Captioned News

Strategy: PIC's will be run for both the above schedules to determine if there are any differences in ratings.

PLANNED PROGRAM INNOVATION
WHYY, 1979

Between February 1978 and February 1979, WHYY suffered a substantial loss in audience, and this loss may be a result of program schedule changes. Whereas in 1978 the 7:00-7:30 audience for MacNeil/Lehrer was estimated at 34,000 households with a rating of 2 (Table 1), the 1979 audience for Ask WHYY, which is now shown in the 7:00-7:30 time slot, dropped to 27,000 households and a rating of 1.5. Persons 65+ showed the most dramatic decline, going from 18,000 to 12,000.

Comparison of viewing trends at WHYY with those of the other stations (Table 2) indicates that while WHYY dropped in ratings, the rest of the stations went up. Therefore, the decline does not represent a general viewing trend and must be attributed to other factors.

Despite the decline in viewing, Table 3 shows that the average frequency or the time spent watching during this time period, went up slightly from an average of 4.7 to 4.8 quarter hours. The 65+ group spent the most time watching in 1979 with 5.8 quarter hours.

Schedule changes at 11:00-11:30 p.m. are summarized in Table 4 and show comparable results. In 1978, ABC Captioned News had a cume of 26,000 households and a rating of 1.5. In 1979 MacNeil/Lehrer, which was shown at this time, drew only 13,000 households and a rating of .7.

This decline is particularly important in view of the fact that the cumes for other stations rose at the same time. In addition, the February "Communication Research Bulletin" from PBS reported that across the nation MacNeil/Lehrer was enjoying record audiences in December 1978. Furthermore, the MacNeil/Lehrer audience at 11 p.m. in 1979 was down by 21,000 households and 1.3 rating points from the MacNeil/Lehrer audience at 7:00 p.m. in 1978. The fact that viewing trends for MacNeil/Lehrer on WHYY run counter to both statewide and national viewing trends strongly suggests that MacNeil/Lehrer was not effectively scheduled in February 1979.

Average frequency (Table 6) also showed a sharp decline in the 11:00-11:30 p.m. time slot. In 1978 the average household spent 5.9 quarter hours a week viewing public television at this time. In 1979 this average dropped to 2.7.

The final program change was to move ABC Captioned News to 11:30 p.m., to replace Varied Programming. A similar loss in audience and time spent watching was found (Table 7) for the 11:30-12:00 time slot. While 22,000 households tuned in at 11:30 p.m. in 1978, with a rating of 1.3, in 1979 this was down to 12,000 households and a rating of .7.

If the 1979 ABC Captioned News audience (11:30 p.m.) is compared to the 1978 ABC Captioned News audience (11:00 p.m.), a similar decline of 14,000 households and .8 rating points is seen.

WHYY (cont.)

Average frequency, as shown in Table 9, also was down, going from an average of 6.5 quarter hours in 1978 to 1.6 quarter hours in 1979. Table 8 indicates that the rest of the state experienced a loss in audience at 11:30 p.m. also, but not as great a loss as that of WHYY.

The consistency of these data are impressive. The fact that the cumes and ratings are down for every schedule change and that other public television stations are not experiencing a similar downward trend, with the exception of the 11:30-12:00 time period, leads to the conclusion that schedule changes may have reduced audiences. The sharp decline of the audience for MacNeil/Lehrer alone, whose popularity has been growing among national audiences, raises the question of whether programs are being scheduled to the best advantage.

PLANNED PROGRAM INNOVATION

PIC'S

Station WHYY

Day(s) Monday-Friday

Program MacNeil/Lehrer-'78

Time 7:00-7:30 p.m.

Ask WHYY-'79

Table 1
Cumes and Ratings
(000)

	Feb. 78 Cume	Feb. 78 Rating	Feb. 79 Cume	Feb. 79 Rating	Difference (in Cume)	% Change
TVHH	34	2.0	27	1.5	- 7	-12
2-99	51	1.0	41	.8	-10	-20
2-5	1	.6	0	.0	- 1	-100
6-17	1	-	0	-	- 1	-100
18-64	31	1.0	29	.9	- 2	- 6
Females 18-64	23	1.4	18	1.1	- 4	-17
65+	18	3.3	12	1.9	- 6	-33

Table 2
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	34	27	-7	-21
*Other Stations	12	14	2	17

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc. and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC'S

Station WHYY

Day(s) Monday-Friday

Program MacNeill/Lehrer-'78

Time 7:00-7:30 p.m.

Ask WHYY-'79

Table 3
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	4.7	4.8	.1	2
2-99	4.9	4.4	-.5	-10
2-5	2.0	0.0	-2.0	-100
6-17	-	-	-	-
18-64	4.9	3.8	-1.1	-22
Females 18-64	5.4	4.4	-1.0	-19
65+	5.1	5.8	.7	13.7

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION

PIC'S

Station WHYY

Day(s) Monday-Friday

Program ABC Captioned News-'78

Time 11:00-11:30 p.m.

MacNeill/Lehrer-'79

Table 4
Cumes and Ratings
(000)

	Feb. 78		Feb. 79		Difference (in Cume)	% Change
	Cume	Rating	Cume	Rating		
TVHH	26	1.5	13	.7	-13	-50
2-99	41	.8	22	.4	-19	-46
2-5	0	.0	0	.0	0	0
6-17	6	-	3	-	-3	-50
18-64	23	.8	15	.5	-8	-35
Females 18-64	17	1.1	9	.6	-8	-47
65+	12	2.1	4	.7	-8	-67

Table 5
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	26	13	-13	-50
*Other Stations	7	8	1	19

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC'S

Station WHYY

Day(s) Monday-Friday

Program ABC Captioned News-'78

Time 11:00-11:30 p.m.

MacNeil/Lehrer-'79

Table 6
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	5.9	2.7	-3.2	-54
2-99	5.8	2.2	-3.6	-62
2-5	0.0	0.0	0.0	-0.0
6-17	-	-	-	-
18-64	5.7	2.3	-3.4	-60
Females 18-64	6.7	2.0	-4.7	-70
65+	7.9	2.1	-5.8	-73

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC'S

Station WHYY

Day(s) Monday-Friday

Program Varied Programming-'78

Time 11:30-12 Midnight

ABC Captioned News-'79

Table 7
Cumes and Ratings
(000)

	Feb. 78		Feb. 79		Difference	% Change
	Cume	Rating	Cume	Rating	(in Cume)	
TVHH	22	1.3	12	.7	-10	-45
2-99	36	.7	14	.3	-22	-61
2-5	0	0.0	0	0.0	0	0
6-17	-	-	-	-	-	-
18-64	22	.7	8	.2	-14	-64
Females 18-64	16	1.0	3	.2	-13	-81
65+	12	2.1	6	1.1	-6	-50

Table 8
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	22	12	-10	-45
*Other Stations	7	6	-1	-11

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC'S

Station WHYY Day(s) Monday-Friday
Program Varied Programming-'78 Time 11:30-12 midnight
ABC Captioned News-'79

Table 9
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	6.5	1.6	-4.9	-75
2-99	6.5	1.6	-4.9	-75
2-5	0.0	0.0	-	-
6-17	-	-	-	-
18-64	6.0	1.6	-4.4	-73
Females 18-64	7.2	1.0	-6.2	-86
65+	7.9	1.6	-6.3	-80

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
WITF, 1979

The Planned Program Innovation conducted by WITF involved changes in the scheduling of "Evening at Symphony." In November, 1978 PBS decided to change the feed time of "Evening at Symphony" from Sunday 8:00-9:00 to Monday 8:00-9:00. WITF chose to keep this program on Sundays, and audience data were used to evaluate the effectiveness of this scheduling decision.

Because "Evening at Symphony" was not shown in February of 1979, it was not possible to use the normal evaluation strategy, which entails comparing the February '78 audience with the February '79 audience to estimate changes in viewing trends. A different evaluation strategy was adopted which involved comparing the WITF "Evening at Symphony" audience with the "Evening at Symphony" audience and with other program audiences of another station.

Because its schedule seemed most comparable to the WITF schedule, WQED was chosen as the comparison station. In February, 1978 both WITF and WQED showed "Evening at Symphony" in the Sunday 8:00-9:00 time slot. In November of 1978, WQED moved "Evening at Symphony" to Monday nights and put varied documentaries on Sundays 8:00-9:00. In February of 1979 "Evening at Symphony" was no longer offered by PBS. WITF carried musical programming at 8:00 on Sundays, while WQED showed documentaries.

There are four comparisons of the WITF audience and the WQED audience which will be examined: (a) the Sunday 8:00-9:00 audience for February, 1978 (schedules identical); (b) the Sunday 8:00-9:00 audience for November, 1978 (schedules different); (c) the November, 1978 audience for "Evening at Symphony" (Sundays for WITF and Mondays for WQED); and (d) the Sunday 8:00-9:00 audience for February of 1979.

In each of these four comparisons, the relative sizes of the WITF and WQED audiences are examined by using the ratio of WITF audiences to WQED audiences. This ratio is then compared to the best estimate of the ratio of the WITF population base to the WQED population base. For example, the ratio of WITF television households to WQED television households is .60. When the WITF audience noticeably exceeds .60, it can be concluded that WITF's programming draws a proportionately larger audience than that of WQED. When the ratio of WITF's audience to WQED's audience in the same time slot is noticeably smaller than the ratio of their respective population bases, it follows that WITF's programming was less effective in attracting an audience than that of WQED.

The results shown in Table 1 clearly indicate that all through 1978 the WITF audience was smaller than the WQED audience and that this disparity was greater than the differences in their population bases would suggest. In February of 1978, the 65-99 audience attained by WITF was 64% of the WQED 65-99 audience and, therefore, the audiences for this demographic group are comparable. However, in all other cases, the relative size of the WITF audience was considerably smaller than would be expected. This suggests that: (a) in February of 1978, WITF was not reaching as great a percentage of their potential "Evening at Symphony" audience as was WQED; (b) in November of 1978, "Evening at Symphony," broadcast on Sundays (8:00-9:00) by WITF did not reach as great a percentage of the potential audience as did varied documentaries shown by WQED; (c) in November of 1978, WITF did not reach as great a percentage of its potential "Evening at Symphony" audience as did WQED, who broadcast this program on Mondays instead of Sundays.

The data presented in Table 1 also suggested that in February of 1979 WITF's Sunday night programming was slightly more successful than WQED's Sunday 8:00-9:00 programs.

The overall picture, therefore, shows that WITF initially was not attracting as large an audience in its viewing area as was WQED. When they decided not to follow the PBS schedule change, their audience for "Evening at Symphony" still remained smaller than the WQED audiences for both the documentaries and "Evening at Symphony" on Mondays. Thus the hypothesis that a larger audience would be attracted by not following the PBS schedule was not supported by these data. Nevertheless, it should be pointed out that the comparison was made with only one station. It is possible that comparison with another station would yield different results.

Another hypothesis was tested by examining FLOW. WITF thought that they would obtain greater FLOW from CBS's "60 Minutes" to "Evening at Symphony" than WQED would obtain with their documentaries. Therefore, FLOW for both stations was examined for Sunday evening in November, 1978.

For the average Sunday, WITF had an estimated audience of 1,000 households at 7:45 p.m. By 8:00 p.m. these viewers switched to WHP and WLYH. At the same time WITF picked up 1,000 households from WHP (a CBS affiliate) and 2,000 persons from those who turned on their sets. By 8:00 p.m., there was an audience of 3,000 households.

At 8:45 p.m. WITF had 5,000 households. By 9:00 p.m., 1,000 went to WTPA, 1,000 to WHP, 1,000 to other stations, 1,000 turned off their sets, and 2,000 stayed with WITF. In the meantime WITF obtained 1,000 households from WTPA, 3,000 from WHP, 1,000 from WSBA, 1,000 from other stations, and 1,000 from persons turning on their sets. This left WITF with an estimated 10,000 households at 9:00. In summary, the following gains were made by WITF:

47

20 44

Object Time	Net Gain or Loss from Prior Quarter Hour
8:00 p.m.	2,000
9:00 p.m.	5,000

WQED showed documentaries on Sunday evenings at 8:00. At 7:45 they had an estimated 5,000 households. At 8:00 p.m. these viewers distributed themselves in this manner: 2,000 went to KDKA, 2,000 to WTAE, and 1,000 stayed with WQED. In the meantime, WQED picked up 7,000 viewing households from KDKA (the CBS affiliate), 1,000 from WTAE, 1,000 from other stations, and 2,000 from persons turning their sets on. By 8:00, the audience numbered 12,000.

At 8:45 WQED had an estimated audience of 13,000 households. By 9 o'clock, 1,000 went to KDKA, 1,000 to WIIC, 6,000 to WTAE, and 6,000 stayed with WQED. They also gained 1,000 viewing households from KDKA, 5,000 from WTAE, 1,000 from other stations, and 8,000 from persons turning on their television sets. By 9:00 p.m. there were 31,000 households watching WQED, or a net gain of 18,000 during the quarter hour. The gains are summarized below:

Object Time	Net Gain or Loss from Prior Quarter Hour
8:00 p.m.	7,000
9:00 p.m.	18,000

Regardless of the differences in their Sunday night programming, the two stations experienced comparable trends. In both cases the 7:45 audience was small, and gains were made during the 7:45-8:00 quarter hour. The largest gains occurred, however, during the 8:45-9:00 quarter hour as both headed into "Masterpiece Theater," with WITF going from 5,000 to 10,000 households and WQED going from 13,000 to 31,000.

Because WITF was interested in the FLOW from "60 Minutes," FLOW from the CBS affiliates was examined for both markets. In the case of WITF, 1,000 households were obtained from the three CBS affiliates combined. This accounted for 48% of the 8 o'clock audience. Similarly, at 8:45 WITF gained 4,000 households from the CBS affiliates, and this accounted for 45% of the 9 o'clock audience.

WQED gained an even greater share of their 8 o'clock audience from the CBS affiliate. Seven thousand switched from KDKA at 7:45 to WQED, and this made up 62% of the 8 o'clock audience. At 8:45, 11,000 households left KDKA for WQED, contributing 36% of the 9 o'clock audience.

These data indicate that, while WITF did get some FLOW from "60 minutes," they did not gain any more audience from "60 Minutes" than did WQED. They experienced relatively less FLOW than WQED, with WITF getting 48% of their 8 o'clock audience from CBS and WQED getting 62% of theirs from CBS. Both also received substantial shares of their audience from CBS at 9:00.

The data do not support the notion that "Evening at Symphony" will attract more FLOW from "60 Minutes" than documentaries. In fact, the numbers tend to support the opposite conclusion. This interpretation of the FLOW reports is tenuous, however, because of the difficulties in comparing FLOW statistics. The most reasonable conclusion is that the two stations' Sunday evening FLOW patterns were similar, with each station attracting FLOW from CBS at 7:45. While there may be some advantage of documentaries over "Evening at Symphony" in attracting FLOW from "60 Minutes," the programming decisions do not appear to make any clear difference in the FLOW of viewers to the public television channels.

Table 1
Ratio of WITF Audience
to WQED Audience

	WITF/WQED				<u>WITF Pop. Base</u> <u>WQED Pop. Base</u>
	Feb. '78 Sun.	Nov. '78 Sun./Sun.	Nov. '78 Sun./Mon.	Feb. '79 Sun.	
TVHH	.45	.45	.35	.72	.60
P 2-99	.31	.29	.37	.75	.58
P 2-5	--	--	--	--	.69
P 18-64	.18	.26	.40	1.0	.58
F 18-64	.27	.20	.40	1.2	.57
P 65-99	.64	.33	.33	.50	.60

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

Table 2
Cumes for WITF and WQED
"Evening at Symphony and Documentaries"
(000)

	WITF			WQED			
	Feb. '78	Nov. '78	Feb. '79	Feb. '78	Nov. '78	Nov. '78	Feb. '79
	Sun.	Sun.	Sun.	Sun.	Sun.	Mon.	Sun.
TVHH	9	5	8	20	14	14	11
P 2-99	11	7	12	36	24	19	16
P 2-5	0	0	0	1	0	0	0
P 18-64	4	4	9	22	15	10	9
F 18-64	3	2	6	11	10	5	5
P 65-99	7	3	3	11	9	9	6

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PS
4/18/79

PLANNED PROGRAM INNOVATION

February, 1979

WVIA had been running "Phone 44" on Mondays through Fridays at 5-6 p.m. In February they began showing "The Advocates" on Wednesdays during this time period. The intention of the innovation was to determine if a larger audience could be generated at the 5-6 time period. If so, other PBS programs would be considered for the 5 p.m. slot. Promotion was directed to both "Phone 44" and "The Advocates."

PIC's were run for both 1978 and 1979 for Monday through Friday. FLOW's were obtained for Monday through Friday from 4:45 to 5:00, from 5:45 to 6:00, and from 6:00-6:15. In this way the viewers could be tracked from "Overeasy" to "Advocates" and from "The Advocates" to "Weatherworld."

PS
5/3/79

PLANNED PROGRAM INNOVATION
WVIA, 1979

Table 1 shows that in 1979 viewing was up somewhat during the 5-6 time period on Mondays through Fridays for WVIA. Nineteen percent more households and 24% more people watched "Phone 44" and the "Advocates" this year. Females 18-64 showed a 57% increase. However, the 65+ category went down by 11%.

Table 2 compares the cume of television households of this station with that of the rest of the stations and shows that viewing was also up in the other stations at this time as well. This means that increases may not be a result of programming changes but may reflect changes in a general viewing trend.

While the number of viewers was up for WVIA, Table 3 shows that the time spent watching declined slightly. Television households spent .2 quarter hours less watching WVIA in 1979 between 5 and 6 p.m. with females 18-64 showing the largest decline (except for the 2-5 age group whose numbers are barely measurable).

Table 4 presents the estimated cumes for Wednesday, the day the "Advocates" is shown at 5 p.m. Again, the ratings are up somewhat from 1978, and while the numbers appear somewhat smaller than the Monday-Friday figures for 1979, because of sampling error, they should be considered roughly comparable. Therefore, scheduling the "Advocates" on Wednesdays does not appear to make a great deal of difference in the ratings for that day compared to the others.

FLOW was analyzed for Wednesday only although it is reported in the Arbitron printout for the other days of the week as well. Summarizing the overall trend, the number of people watching WVIA appears below:

4:45-5:00	5:45-6:00	6:00-6:15
9,000	26,000	12,000

At 4:45 WVIA had an estimated 9,000 households watching. At the end of the quarter hour 1,000 went to WBRE, 1,000 to WPIX, 2,000 to other stations, and 2,000 turned off their sets. At 5:00 WVIA had 6,000 viewers--5,000 they retained and 1,000 who tuned in.

At 5:45, 3,000 households were watching WVIA. By 6:00, 1,000 of these switched to WNEP and 1,000 to WDAU, and 2,000 stayed with WVIA. During this quarter hour, however, WVIA picked up a fairly large number of viewers. Three thousand came from WNEP, 5,000 from WBRE, 1,000 from WPIX, 5,000 from other stations, and 10,000 persons who turned on their television sets. By the end of the quarter hour, WVIA had 26,000 households viewing.

Between 6:00 and 6:15, however, 5,000 went to WNEP, 4,000 changed to WBRE, 1,000 tuned into WPIX, 2,000 to other stations, and 2,000 turned off their sets. WVIA was left 12,000 and did not pick up any viewers from other stations or from people turning on their sets.

Since these figures are averaged for each week-day over a month, it is difficult to determine the effect of the "Advocates" because it was initiated on February 14, half-way into the month. Nevertheless, these data show FLOW does occur between 4:45 ("Overeasy") and 5 specifically 5,000 households watching "Overeasy" stayed with WVIA for "The Advocates."

Furthermore a large number of people tune into "The Advocates" during the last quarter hour. The fact that the cume for both the 5:00-6:00 time slot and the last quarter hour is 26,000 indicates that the last quarter hour has the largest audience. FLOW analysis shows that almost half of these households are just turning on their sets, and 14,000 arrive from other stations. Thus "The Advocates" is probably not as popular as the cume for the entire hour's program would indicate. People seem to be tuning in at 5:45 to watch "Weatherworld" at 6:00, and by 6:15 more than half leave again.

PLANNED PROGRAM INNOVATION

PIC'S

Station WVIA

Day(s) Monday-Friday

Program Phone 44-'78

Time 5-6 p.m.

Phone 44 and Advocates-'79

Table 1
Cumes and Ratings
(000)

	Feb. 78		Feb. 79		Difference (in Cume)	% Change
	Cume	Rating	Cume	Rating		
TVHH	16	2.5	19	3.0	3	19
2-99	21	1.3	26	1.5	5	24
2-5	0	.7	0	0.0	0	0
6-17	0	-	2	-	2	100
18-64	12	1.1	16	1.5	4	33
Females 18-64	7	1.2	11	2.0	4	57
65+	9	3.6	8	3.2	-1	-11

Table 2
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	16	19	3	18.7
*Other Stations	29	34	5	16.5

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION

PIC'S

Station WVIA Day(s) Monday-Friday
Program Phone 44-'78 Time 5-6 p.m.
Phone 44 and Advocates-'79

Table 3
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	6.2	6.0	-.2	-3
2-99	5.9	5.8	-.1	-2
2-5	2.0	0.0	-2.0	-100
6-17	-	-	-	-
18-64	6.4	6.4	0.0	0
Females 18-64	7.7	7.0	-.7	-9
65+	5.6	5.4	-.2	-4

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC's

Station WVIA
Program Phone 44-'78
Advocates-'79

Day(s) Wednesday
Time 5-6 p.m.

Table 4
Estimated Cumes

	Feb. 78 Cume	Feb. 78 Rating	Feb. 79 Cume	Feb. 79 Rating	Difference (in Cume)	% Change
TVHH	13	2.0	16	2.5	3	23
2-99	19	1.1	4	1.4	5	26
2-5	0	0	0	0	0	0
6-17	2	-	4	-	2	100
18-64	0	.9	14	1.3	4	40
Females 18-64	6	1.0	9	1.6	3	50
65+	7	2.9	6	2.5	-1	-14

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
WPSX, 1979

WPSX-TV's Planned Program Innovation involved testing audience response to how-to programs scheduled in prime time. Many viewers had commented that how-to programs are useful only if broadcast when they can be seen, that is, in prime time, so WPSX decided to test audience response to how-to programs in prime time by scheduling a block of four half-hour how-to's on Monday's from 9 to 11 p.m. beginning February 5. As the four series varied in length, some ran into March and April, but the block of four half-hours remained intact throughout the February sweep period. The Monday how-to block was scheduled as follows:

9:00- 9:30	COOKIN' CAJUN
9:30-10:00	CHIPS OF TIME (WPSX series on wood sculpting)
10:00-10:30	CAR CARE
10:30-11:00	PHOTOGRAPHY: HERE'S HOW

The major indication of the "success" or "failure" of the PPI would be the gross data on size and composition of the audience for the how-to block in comparison with other prime time programming. It would also be useful to know if viewers are interested in (interested enough to watch) how-to programming as a general program type or if particular series are watched because they appeal to particular viewer interests. Two approaches were used for getting this information:

1. If viewers are generally interested in how-to programs, they could be expected to watch more than one of the programs scheduled on Monday nights. If this generalized interest applied, a sizeable proportion of the 8 p.m. audience could be expected to be maintained through the remainder of the evening.
2. Similarly, if viewers are generally interested in programs which are designed to provide information about practical skills, they might be expected to also watch other similar programs which are not scheduled consecutively.

Audience response to the block of how-to programs was favorable with cumes for the four programs as follows:

		<u>HH</u>		<u>PP 2-99</u>	
		<u>cume</u>	<u>rating</u>	<u>cume</u>	<u>rating</u>
9:00- 9:30	COOKIN' CAJUN	4000	0.9	8000	0.6
9:30-10:00	CHIPS OF TIME	2000	0.4	3000	0.2
10:00-10:30	CAR CARE	3000	0.5	4000	0.3
10:30-11:00	PHOTOGRAPHY	3000	0.6	4000	0.3

The how-to block audiences were generally lower than audiences for other prime time audiences in comparison to selected prime time programs:

	HH		PP 2-99	
	cume	rating	cume	rating
MASTERPIECE THEATRE (Sundays 9 p.m.)	4000	0.9	8000	0.6
MASTERPIECE THEATRE Rpt. (Fridays 10 p.m.)	7000	1.3	7000	0.5
NOVA (Mondays 8 p.m.)	7000	1.4	11000	0.8
GREAT PERFORMANCES/ THE SHAKESPEARE PLAYS (Wednesdays 8 p.m.)	3000	0.5	3000	0.2
WALL STREET WEEK (Fridays 8:30 p.m.)	6000	1.3	10000	0.7

While the how-to block generally did not attract audiences as large as those for other prime time programs, the how-to audience was not insignificant in comparison. COOKIN' CAJUN in particular was "successful" by WPSX prime time standards, attracting more people (but fewer households) than the repeat broadcast of MASTERPIECE THEATRE and a significantly larger audience than the Wednesday evening broadcasts of GREAT PERFORMANCES and the heavily promoted SHAKESPEARE PLAYS.

In order to determine if the how-to block audiences were generally interested in programs dealing with practical skills or selectively interested in only one or two, a series of double PICS was run to measure audience duplication between the individual how-to series. Through the double PIC approach, the cume (net reach) for two or more programs can be compared with the cumes for each program alone. The difference between the sum of cumes for individual programs and the cume for a block of two or more programs will indicate duplicated viewing.

Double PIC analysis of the WPSX how-to block indicated that there was some tendency for audiences to watch more than one of the how-to programs. Table 1 indicates the how-to audience duplication from one program to the next, a measurement of audience maintenance. The percentage of audience maintenance reflects the portion of a program's audience which was held from the preceeding program.

The relatively high audience maintenance from the second to the third programs in the block, 66.6%, and from the third to the fourth, 75.0%, seems to indicate that the how-to block audience was generally interested in practical skills programs even on a wide variety of subjects--wood carving, car maintenance, and photography. The lower rate of audience maintenance from the "popular" COOKIN' CAJUN to CHIPS OF TIME reflects the relatively

TABLE 1
(All Data, Persons 2-99)

	<u>Individual Program Cume</u>	<u>Audience Duplication</u>	<u>Percentage Maintenance</u>
9:00- 9:30 COOKIN' CAJUN	8000		
9:30-10:00 CHIPS OF TIME	3000	1000	12.5%
9:30-10:00 CHIPS OF TIME	3000		
10:00-10:30 CAR CARE	4000	2000	66.6%
10:00-10:30 CAR CARE	4000		
10:30-11:00 PHOTOGRAPHY	4000	3000	75.0%

large number of viewers who tuned in just for that series, perhaps attracted as much by the unique personality of the host as by an interest in cooking. Additionally, only 1,000 viewers were held over into COOKIN' CAJUN from NOVA, with its cume of 11,000, the program which immediately preceded it.

That the COOKIN' CAJUN audience indicated less general interest in how-to programs is supported by the finding that no reportable number of viewers watched all of the first three programs of the block, while 1,000 viewers did watch all of the last three programs--CHIPS OF TIME, CAR CARE, and PHOTOGRAPHY. Or, as shown in Table 2, 25% of the audience for PHOTOGRAPHY was held over from CHIPS OF TIME through CAR CARE.

TABLE 2
(All Data, Persons 2-99)

	<u>Individual Program Cume</u>	<u>Audience Duplication</u>	<u>Percentage Maintenance</u>
9:30-10:00 CHIPS OF TIME	3000		
10:00-10:30 CAR CARE	4000		
10:30-11:00 PHOTOGRAPHY	4000	1000	25.0%

In order to determine the extent to which audience interest in how-to programs extended to other practical skills programs in the WPSX schedule, the cumulative audience for the Monday night block of programs was compared, through the double PIC technique, with the audiences for two plays of CROCKETT'S VICTORY GARDEN (Thursdays at 7:30 p.m. and Sundays at 10:30 a.m.); JULIA CHILD AND COMPANY (Saturdays at 7:30 p.m.); and EXTENSIONS, a locally-produced magazine format series built around information on food, consumer affairs, crafts and clothing (Thursdays at 10:30 p.m.). Both CROCKETT and JULIA CHILD attract large numbers of WPSX

viewers and it was suspected that the viewers for those series would also be attracted to the how-to block. However, when the cumulative audience for the Monday how-to block was compared with the other programs, relatively little duplicate viewing was in evidence as indicated in Table 3.

TABLE 3
(All Data, Persons 2-99)

	<u>Program(s) Cume</u>	<u>Audience Duplication</u>	<u>Percentage Duplication</u>
JULIA CHILD & COMPANY	12000		
How-to Block	12000	1000	8.3%
CROCKETT*	11000		
How-to Block	12000	2000	16.6%
EXTENSIONS	2000		
How-to Block	12000	0	0.0%

*Each of the two plays of CROCKETT'S VICTORY GARDEN had a cume of 11,000.

The PPI analysis suggests that while the WPSX audience interest in how-to programs was relatively sustained throughout a major portion of a consecutively scheduled block of programs, interest in how-to programs was not a generalized phenomenon reflected in significant audience duplication between non-adjacent programs. One possible explanation is that, where it is an important factor in the overall image of a series, the personality of the host is as important a factor in attracting viewers as are the skills to be taught. This explanation was offered for the relatively high audiences for COOKIN' CAJUN and it may also help to account for the higher audiences for CROCKETT and JULIA CHILD.

Audience Research
as a
Promotional Tool

Gary E. Miller
WPSX-TV
October 1978

This year, we at WPSX-TV have been faced with an interesting promotional challenge. The station decided that, beginning November 6, our most popular program--THE STATE OF THE WEATHER/THE SHAPE OF THE WORLD (otherwise known as WEATHER/WORLD)--will expand from its present fifteen minutes every weeknight to a full half-hour every weeknight. This is the kind of promotion that's nice to do: tell people that they are going to get more of their favorite show. However, the expanded WEATHER/WORLD will use fifteen minutes that was formerly occupied by the station's oldest series--FARM, HOME AND GARDEN--which has a loyal following of its own at 6:15 p.m. The new WEATHER/WORLD will incorporate some of the subject matter covered on FARM, HOME AND GARDEN, but the series as an entity will be gone forever.

Our first question in developing the WEATHER/WORLD promotional campaign was this: what do we do with the dislocated FARM, HOME AND GARDEN viewers? How do we get them to tune in at 6 p.m. instead of 6:15 p.m.? Conversely, how do we maintain the existing WEATHER/WORLD audience--which is a significant audience--through a whole half-hour instead of the usual fifteen minutes.

We turned to the Arbitron audience research--and to Terry Novak of Planning Studies at Penn State--for help. We figured that we would be in a much better position to respond to these questions if we knew how the audience was already behaving. Through Terry, we asked the computer some questions. The answers were interesting. First, we learned that there is no separate FARM, HOME AND GARDEN audience that would be dislocated by the

expansion of WEATHER/WORLD. By taking a series of "double-pic's" for every weeknight, we were able to see that FARM, HOME AND GARDEN viewers tuned in at six, watched WEATHER/WORLD, and then stayed tuned at 6:15 for FARM, HOME AND GARDEN. We had no reason to worry about these viewers--they were way ahead of the game: they were already seeing six to six-thirty as a single program block. What we thought would be a major problem disappeared with a look at the figures.

Those same figures--by showing us who was already watching for the full half-hour--also showed us that we had a job to do in holding the WEATHER/WORLD audience for a half-hour. And they gave us the basis for evaluating the promotion campaign in this respect.

We also asked for some research information to help us with placing radio and TV Guide advertising. Our objective was to schedule advertising in a way that would build on existing viewer habits--which I see as the viewer's natural behavior. The purpose of advertising, in this case, is to stimulate someone to act on a natural tendency--to watch television on a given night. So we asked: what night of the week attracts the largest total audience? In November, it turned out that most viewers are attracted to the series on Wednesdays. There seems to be a natural peak, with lowest viewing on Monday and Friday and highest on Wednesday.

In response to this information, we decided to schedule radio spots to run Tuesdays and Wednesdays--in drive times and during the day--to stimulate the natural viewing pattern. For TV Guide, for which we planned to run one half-page ad per week during November, we decided to request placement on Tuesdays for the majority of ads. Here, we made an assumption that most people don't refer to their Guides until the evening, so we tried to make the impression the night before the natural peak tune-in day.

The audience research helped us prove some other assumptions. For instance, I mentioned earlier that WEATHER/WORLD is our most popular program. We used to have to say that it was one of our most popular programs. The audience information proved that it is the most popular program on our air. It beats SESAME STREET every night of the week. It also beats MASTERPIECE THEATRE and CROCKETT'S VICTORY GARDEN (although not always by much in the case of Crockett). We looked at statewide figures and, after review, discovered that we were able to say that WEATHER/WORLD is the most popular statewide public television series in Pennsylvania. That's mentioned prominently in our promotional materials--and we don't have to worry about saying it. We can prove it.

The popularity of WEATHER/WORLD has traditionally led us to see the six p.m. break as our best station break of the night. The question has always been how to use it effectively. Again, we went to the research. By comparing unduplicated exposures for WEATHER/WORLD with the total unduplicated exposures for a given month, we discovered that WEATHER/WORLD viewers account for 20 to 27 percent of the total station audience. In other words, 20 to 27 percent of all WPSX-TV viewers (depending on the month) watch WEATHER/WORLD--regardless of what else they watch on the station. Obviously, this confirmed our intuition about the importance of the six p.m. break.

We asked Terry to find out how often viewers watch WEATHER/WORLD: what was the frequency of viewing? For those who watch more than once a week, the figure is 3.2 or 3.5 times per week--again depending on the month. Now, we know that a promotion requires four exposures to a given viewer to be effective, so here's what we plan to do. Once WEATHER/WORLD gets started in its new format, we will select about three or four programs per month to

promote in the six p.m. break. We will run each of these five to six nights in a row during the six p.m. break as the major promo for that break. This way, we think we will be making the best use of our most popular series to ensure that a major audience sees promos for our important evening programs enough times to guarantee an effect.

Our WEATHER/WORLD promotion plan calls for a second push in February 1979. For this, we will turn to audience figures for February 1978. The most striking difference in the audience behavior in February, as compared to November, is the peak viewing day. In November, you will remember, viewing peaked in the middle of the week and dropped off on Mondays and Fridays. In February, the viewing peaks on Monday and slowly declines for the rest of the week.

There's a second factor, too. In November, the audience split pretty evenly between men and women. In February, there was noticeable increase in the proportion of male viewers. What does this mean? Well, here we start guessing, and our guess is that, in February, with the bad weather and bad roads, more people watched the beginning of the week--because they were interested in how the weather would affect their work week and their travel needs. They tune on Mondays to see if the rest of the week is going to be as lousy as it was on Monday, and gradually they lose interest as the weekend approaches. In November, on the other hand, there are still a lot of weekend activities and there is more of a family involvement, so mid-week viewing is more prevalent.

Our February promotional push will have to reflect these two factors. Different viewing patterns in February means that we will be placing our radio spots earlier--perhaps starting them on Sundays and continuing through drive-time on Monday. Similarly, TV Guide placement will probably be with the weekend listings--even though the program is not aired on weekends--to prompt the natural Monday evening viewing.

In February, we know that we will be addressing a somewhat different audience with different interests and needs. Our ads will probably focus more on the weather--and on energy and conservation-related reports. Given that the series naturally attracts a larger male audience in February, it follows that we should direct our message to the interests of this audience.

We'll also be using audience data to evaluate the success or, God forbid, failure of our promotional effort. Thanks largely to the accidents of scheduling, the new WEATHER/WORLD begins in November, which is a sweep period. Thanks largely to the accidents of nature, February is always a good month to promote WEATHER/WORLD in Central Pennsylvania; the cold weather always increases total audience for the series. And February is a sweep period. So, we will be able to compare audience figures for November 1978 and February 1979 with information that we already have from November 1977 and February 1978. We'll be looking specifically at the double-pic's for the two quarter-hours of six and six-fifteen to see if we are maintaining a higher percentage of the audience for the full half-hour. We'll be looking at frequency to see if viewers are watching more often during the week. And, of course, we'll be watching the total household and person figures to see if our promotion is attracting new viewers. It will be harder to test the success of the on-air promotion around WEATHER/WORLD, but we will probably be able to compare audience for promoted programs with the audience for similar programs that were not promoted heavily at six p.m. by making some careful selections from additional information from the "dump."

Our situation is unique in some ways. For instance, we have the Arbitron information readily available, and we have Terry Novak available to translate it for us and to help us ask the right questions. Asking the right questions is very important. Also, WEATHER/WORLD is a continuing series, so we can

easily review audience data from one year to prepare for the next year, and we can compare different sweep periods from within a year to get a better perspective on audience behavior. WEATHER/WORLD's on for five days a week, which allows us to make more use of the data for ad placements and the like. But I believe that the basic approach can be used in public TV at the local level for other projects as well.

Audience research can do a lot of things for you, not the least of which is force you to sit down and define promotional objectives. You have to know what you want your promotion campaign to achieve before you can ask the right questions of the data. It can help you get your campaign going in the right direction and--witness our worries about the FARM, HOME AND GARDEN audience--it can help you save a lot of otherwise wasted effort and time. With the staff size and budget that most of us work with in public TV, that's help that's hard to turn down.

WLVT
February, 1979

WLVT wanted comparisons of 1978 and 1979 ratings for the 7-8 p.m. slot, Monday, Tuesday, Thursday, and Friday. The schedule for both years is the same with the exception of a new program on Mondays called "On Call." FLOW was requested for the 7-7:30 time period.

PS
5/3/79

WLVT, 1979

Table 1 shows that ratings for MacNeil/Lehrer were much higher in 1979 than 1978. Television households showed a gain of 6,000, and the rating went from .9 to 2.1. When compared to statewide audiences (Table 2), WLVT's viewing had grown considerably, with a 120% increase for WLVT compared to 17% statewide. This is consistent with the "Communication Research Bulletin" issued by PBS in February of this year which reported that MacNeil/Lehrer was seen by record audiences in December, 1978. The overall rating of 2.1, however, remains well below the national rating of 4 reported by PBS for December.

Table 3 summarizes average frequency which is the average number of quarter hours watched during the five days of programming. Television households showed a somewhat longer time spent watching, going from 4 quarter hours in 1978 to 5 quarter hours in 1979.

For the 7:30-8:00 time period, Table 4 shows that television households were up by 22% in 1979. Translated to ratings this represented an increase from 1.8 to 2. Persons 18-64 accounted for much of this growth, going from 6,000 to 10,000.

As was the case with the 7:00-7:30 period, comparison of viewing trends with those of the other stations (Table 5) indicates that the increase in viewing was greater for WLVT than for the other stations averaged together. Average frequency for 7:30 to 8:00 also went up. Television households spent an average of .4 more quarter hours watching in 1979 than in 1978.

FLOW was analyzed for the 7:15-7:30 quarter hour and the 7:30-7:45 quarter hour. On Mondays, an average estimated 3,000 households are watching WLVT at 7:15. By 7:30 these people distribute themselves in the following manner: 1,000 go to KYW and 2,000 to other stations. In the meantime 2,000 switch to WLVT from WPVI, and 2,000 come from WCAU. By 7:30, therefore, 4,000 persons are watching WLVT. Between 7:30 and 7:45, there is no change.

On Tuesdays, the estimated audience at 7:15 is 6,000 households. By the end of the quarter hour, 3,000 go to KYW, 2,000 to WPVI, and 2,000 turn off their television sets.* At the same time, 2,000 households join WLVT by turning on their sets. Between 7:30 and 7:45 2,000 households stay with WLVT, and there are no new arrivals.

Four thousand households are watching WLVT on Thursday at 7:15. By 7:30 1,000 goes to KYW, 2,000 to other stations, and 2,000 turn off their sets. At the same time 1,000 persons come from KYW, 2,000 from WPVI, and 1,000 from other stations, so that WLVT has a balance of 3,000 viewing households at 7:30. There is no change between 7:30 and 7:45.

* These numbers do not always add up because of rounding.

On Fridays at 7:15 WLVT has 6,000 households watching. At the end of the quarter hour, 1,000 switch to KYW, 2,000 to other stations, 2,000 turn off their television sets, and 2,000 stay with WLVT. In the meantime, 2,000 viewing households came from WPVI, leaving WLVT with an audience of 4,000. Again there is no change between 7:30 and 7:45.

Analysis of FLOW data indicates that there is relatively little FLOW from MacNeil/Lehrer to the local program. In every case, except Friday, persons watching MacNeil/Lehrer went to other stations, and WLVT obtained their 7:30 audience either from persons switching from other stations or turning their sets on. On Fridays 2,000 households did flow into People's Business at 7:30. Once the choice is made during the 7:15 to 7:30 quarter hour, viewers stay through the next quarter hour.

These data seem to suggest that MacNeil/Lehrer and the local programs do not appeal to the same audiences. Also, there were little or no differences in FLOW on Mondays, when the new program On Call is shown.

PLANNED PROGRAM INNOVATION

PIC'S

Station WLVT

Day(s) Monday-Friday

Program (1978) MacNeil/Lehrer

Time 7:00-7:30 p.m.

Program (1979) MacNeil/Lehrer

Table 1
Cumes and Ratings
(000)

	Feb. 78		Feb. 79		Difference	% Change
	Cume	Rating	Cume	Rating	(in Cume)	
TVHH	5	.9	11	2.1	6	120
2-99	5	.3	17	1.1	12	240
2-5	0	0	0	0	0	0
6-17	0	-	2	-	2	-
18-64	2	.2	5	.5	3	150
Females 18-64	0	0	2	.3	2	-
65+	3	1.5	10	6.3	7	233

Table 2
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	5	11	6	120.0
*Other Stations	12	14	2	17

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION

PIC'S

Station WLVT

Day(s) Monday-Friday

Program (1978) MacNeil/Lehrer

Time 7:00-7:30 p.m.

Program (1979) MacNeil/Lehrer

Table 3
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	4.0	5.0	1	25
2-99	4.4	5.2	.8	13
2-5	0	0	0	0
6-17	-	-	-	-
18-64	2.0	2.7	.7	35
Females 18-64	0	2.0	2	-
65+	6.0	7.1	1.1	18

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION

PIC'S

Station WLVT Day(s) Monday, Tuesday, Thursday,
Friday
 Program Public Sector, Manager's Chat,
Scholastic Scrimage, People's Business-'78 Time 7:30-8:00 p.m.
Same, except On Call on Monday's-'79

Table 4
Cumes and Ratings
(000)

	Feb. 78		Feb. 79		Difference (in Cume)	% Change
	Cume	Rating	Cume	Rating		
TVHH	9	1.8	11	2.0	2	22
2-99	17	1.1	21	1.4	4	24
*2-5	0	0.0	0	0.0	0	0
6-17	3	-	5	-	2	67
18-64	6	.6	10	1.1	4	67
Females 18-64	2	.5	5	1.0	3	150
*65+	8	4.0	6	3.4	-2	-25

*Population base relatively unstable due to sample size.

Table 5
This Station's Cume Compared
to Other Stations' Cume
TVHH (000)

	Feb. 78	Feb. 79	Difference	% Change
This Station	9	11	2	22
*Other Stations	22	24	2	6

*Six other PPTN stations for same time period.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PLANNED PROGRAM INNOVATION
PIC'S

Station WLVT Day(s) Monday, Tuesday, Thursday,
Friday
Program Public Sector, Manager's Chat,
Scholastic Scrimage, People's Business-'78 Time 7:30-8:00 p.m.
Same, Except On Call on Monday's-'79

Table 6
Average Frequency

	Feb. 78	Feb. 79	Difference	% Change
TVHH	2.0	2.4	.4	20.0
2-99	2.0	2.2	.2	10.0
2-5	0.0	0.0	0	0.0
6-17	-	-	-	-
18-64	2.0	2.0	0	0.0
Females 18-64	2.0	2.0	0	0.0
65+	2.0	2.7	.7	35.0

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

PS
4/12/79

PLANNED PROGRAM INNOVATION
WQLN, 1979

In November of 1978 and February of 1979, WQLN ran a series of specials. For both November and February, there was a special almost every night of the month, varying in content from movies to sporting events to documentaries. Each special was advertised in the entertainment section of the Erie newspaper.

Because the specials varied in their starting times and ending times as well as in content, it was not feasible to compare 1978 and 1979 viewing patterns. For both November and February, audiences for each special were compared with audiences in that time slot during non special weeks of the same month. For example, if a special was run from 7:30-9:00 on the first Friday in February, that special's audience would be compared with the 7:30-9:00 audience for the second, third, and fourth week in February. The average audience for non-special weeks in a particular time slot give us an estimate of the audience we could reasonably expect for the special. If the special's audience is substantially larger than the average audience for non-special weeks, it is reasonable to conclude that the advertised special drew in a number of viewers. If the special's audience is the same or lower than the average audience for non-special weeks, this suggests that the special did not draw an audience.

In November of 1978, specials drew a larger audience than the average non-special week audience in 10 of 27 cases. Notably successful specials included Seven Beauties (11/7), Nova (11/16), and Laurel and Hardy (11/24). For 17 of the 27 specials, the audience drawn by the special was the same as or lower than the average audience for the non-special weeks.

In February of 1979, specials drew a larger audience than the average non-special week audience in 14 of 23 cases. Notably successful specials included World (2/9), and Cousteau's Search for Atlantis (2/20 and 2/27). For 9 of the 23 specials, the audience drawn by the specials was the same as or lower than the average audience for the non-special weeks.

These data support two general conclusions: (a) the advertised specials rarely performed a great deal better than varied programming in non-special weeks and often performed slightly worse; (b) the specials which performed well included popular movies and well regarded documentaries. These two conclusions suggest that advertising may work when your program is of sufficient quality or interest to bring in people who would otherwise not be watching public television but that running a schedule which is dominated by specials will be ineffective unless all specials are appealing to a non-PBS audience.

WQLN Erie

November, 1978: Specials Advertised

		<u>Net Reach*-- Special</u>	<u>Net Reach*-- Same Time Slot, Averaged Over Non-Special Weeks</u>
11/2	An Evening with Chuck Mangione 9:30-11:30	0	1.66
11/3	Candidates & Issues -- 8:30-9:30	0	2.33
11/4	Edge of the Cold -- 10:00-10:45	2	1.33
11/5	Candidates & Issues -- 8:00-9:00	0	.33
11/6	Evening At Symphony -- 8:00-9:00	0	1.33
11/7	Seven Beauties -- 9:00-11:00	7	2
11/8	The Good Doctor -- 9:00-10:30	1	3.33
11/9	Geraldine Fitzgerald at Reno Sweeney 9:00-10:00	0	1.33
11/10	Many Faces of Love -- 9:00-9:55	0	1.33
11/11	The Long Search -- 9:00-10:00	2	2.33
11/12	Global Papers Fight for Food -- 8:00-9:00	0	.33
11/13	A Conversation with The President 9:00-10:00	0	2
11/14	Soundstage (Ry Cooder) -- 8:00-9:00	2	1.66
11/15	Great Performances (A Month in the County) -- 9:00-10:00	3	1.66
11/16	Nova (Whisper from Space) -- 8:00-9:00	12	2.33
11/17	Washington Week in Review and Wall Street Week -- sign on 8:00-9:00	6	1
11/18	Ray Charles from Montreux -- 10:00-12:00	0	2.33
11/19	The New Klan -- 8:00-9:00	1	0
11/20	Visions (Dancing Bear) -- 9:00-10:30	4	.66
11/21	Live From the Met (Bartered Bride) 8:00-11:00	2	4.66
11/22	Big Band Bash -- 8:00-11:00	3	3.66

* Net Reach -- households

		<u>Net Reach*-- Special</u>	<u>Net Reach*-- Same Time Slot, Averaged Over Non-Special Weeks</u>
11/23	Sing Sing Thanksgiving -- 9:00-10:30	0	2.33
11/24	Laurel and Hardy -- 10:00-11:00	7	0
11/25	We Interrupt This Week -- 8:30-9:00	0	1.33
11/26	James Micheners World (Poland: The Will to Be) -- 10:00-11:00	2	1.66
11/27	Itzhak Perlman (Evening at Symphony) 8:00-9:00	2	1.50
11/28	Harlan County USA -- 9:00-11:00	2	2

* Net Reach -- households

WQLN Erie
February, 1979: Specials Advertised

		<u>Net Reach*-- Special</u>	<u>Net Reach*-- Same Time Slot, Averaged Over Non-Special Weeks</u>
2/1	Nova (Cashing in on the Ocean) 8:00-9:00	0	2.33
2/2	Energy War -- 9:30-11:30	4	2.66
2/3	Leontyne Price at White House -- 9:00-10:00	0	1.66
2/4			
2/5	Bill Moyers Journal -- 8:00-9:00	2	1.33
2/6	Ten Who Dared -- 9:00-10:00	3	4.33
2/7	Basketball -- 10:00-12:00	5	3
2/8	Chicago Symphony -- 8:00-9:00	5	.66
2/9	World (Solzhenitsyn's Children) 10:00-11:00	7	1
2/10	Basketball -- 9:00-12:00	2	3
2/12	Academy Leaders -- 9:00-10:00	2	.66
2/13	Soundstage -- 8:00-9:00	7	0
2/14	Ten Beneke at Wolf Trap -- 8:00-10:00	6	2
2/15	Julius Caesar -- 8:00-11:00	2	1.66
2/16	Washington Week In Review and Wall Street Week -- 8:00-9:00	7	4.33
2/19	Nova -- 10:00-11:00	0	3
2/20	"Cousteau Search for Atlantis" 8:00-9:00	8	0
2/21	Basketball -- 9:00-12:00	1	5
2/22	Fidelio -- 8:00-10:30	0	2.33
2/23	World (Inside Europe) -- 10:00-11:00	0	1
2/24	Fat Tuesday -- 10:30-12:30	3	2.33
2/25	Mark Russell -- 8:30-9:00	0	1.33
2/27	"Cousteau Search for Atlantis" 8:00-9:00	10	0
2/28	Always for Pleasure -- 10:00-11:00	2	2.33

* Net Reach -- households

APPENDIX C: The PPTN Audience Research Workshop
Spring, 1979

PPTN AUDIENCE RESEARCH WORKSHOP

Seven Springs Resort
Champion, Pennsylvania

May 15-16, 1979

Tuesday, May 15

1:00	Welcome - Sheldon Parker, PPTN
1:15	Overview of PPTN Audience Research Workshop - Carl Lindsay, Planning Studies, Penn State
1:30	What the Numbers Mean - Brian Byrne, Arbitron
3:00	Planned Program Innovation, WITF "Evening at Symphony on Sundays vs. Mondays" - Mike Greenwald
4:00	Break
4:30	Planned Program Innovation, WQLN "Month of Specials" - June Smith - Kevin Murphy
5:30-7:30	Check-in and Dinner
7:30	Planned Program Innovation, WPSX "How To Programming in Prime Time" - Susan Steinmeyer
8:30	Polylogue - Cash Bar

Wednesday, May 16

8:00	Breakfast Served in the Diningroom
9:00-11:30	Marketing Principles and Audience Research - William Mindak, Tulane University
10:15	Coffee Break
11:30-1:30	Lunch and Check-out
1:30	Profiles of Program Viewers - David LeRoy, University of Houston
2:15	The National Scene - Bernard Carver, PBS

Wednesday, May 16 (cont.)

2:45	Workshop Evaluation
3:00	Summary and Conclusions - David LeRoy
3:30	Adjourn

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Champion, Pennsylvania

May 15-16, 1979

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